

An In-Flight Preview Campaign with Panasonic's 'Pocket Refre'

Delivering In-Flight Relaxation

- **In-flight trial use in advance of product sales launch on Sep 1**
- **Limited to flight MM214, departing Okinawa (Naha) for Osaka (Kansai)**
- **Campaign runs from Aug 22 (Thu) to Aug 31 (Sat)**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka) announced today that it will run a preview experience campaign to have "Pocket Refre" units, low-frequency massage devices made by Panasonic Corporation, available for use on one of its flights, as a Peach corporate collaboration.

This latest in-flight collaboration will make the Pocket Refre low-frequency massage device, to be launched by Panasonic on September 1 (Sunday), available for the use of female passengers on a Peach flight between Okinawa (Naha) and Osaka (Kansai).

The EW-NA23 Pocket Refre features a thin design with a thickness of approximately 22 mm, allowing it to be kept in such places as sidepockets of handbags. Highly portable, it can be easily used to give massages at the workplace or while traveling. The product performs automated courses depending on the part of the body: neck/shoulders, lower back and arms/legs, plus three movements: pressing, massaging and tapping. With its low-frequency stimulation, the Pocket Refre can pleasantly reduce the tension in all of the body's fatigued areas, and this relaxation will be made available specially for the flight.

Women account for an extremely high portion, about 50%, of Peach's customers. This latest collaboration is to be conducted as part of efforts to offer products that target women.

Peach will continue to carry out collaborations with various companies and organizations, as it aims to create new value through unique arrangements that only Peach can provide.

<Details>

Period: Aug 22 (Thu) to Aug 31 (Sat)
Participating flight: Flight MM214
(Departs Naha, Okinawa, at 13:55, arrives Osaka, Kansai, at 15:45)
Target: Female passenger aged 20 and older on the participating flight. (20 people)
Content: Trial use of the "Pocket Refre" low-frequency massage device and guidance through in-flight announcements. <http://panasonic.jp/refre/>

*The use of this product in this campaign is based on the results of a special electromagnetic irradiation check conducted on it. Please be aware conventional low-frequency massage devices cannot be used on Peach.

About Peach Aviation Limited

Peach Aviation started its flight services in March 2012 based at Kansai International Airport. Peach currently operates a total 10 routes: 7 domestic and 3 international. It is scheduled to open an Osaka (Kansai) - Busan route and an Okinawa (Naha) - Ishigaki route on September 13, an Okinawa (Naha) - Taipei (Taoyuan) route on September 20 and an Osaka (Kansai) - Tokyo (Narita) route on October 27.

Website: www.flypeach.com

Facebook page: www.facebook.com/peach.aviation.global

YouTube official channel: www.youtube.com/user/PeachAviation